

VISUAL ANALYSIS BAKUL BOARDGAME DESIGN

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Abstract: Smes is one of important economic target markets within the city of Semarang. SMEs offer products that having local insight. But SMEs' products can not compete with foreign products. This is because the lack of SMEs product's promotion to the target market. At the same time, happened a phenomena that youths in Semarang like a boardgame. A boardgame bring up direct interaction to a target market so the information at the a boardgame can be perceived directly by his target markets. See this phenomena, a boardgame that has a story about SMEs products in Semarang created as SMEs media promotion. A boardgame called Balap Kuliner or Bakul tells the story of SMEs products sold in central souvenir the city of Semarang. This research uses the literature study, observation, and an interview to search for data. This research interviewed Ardiawan Bagus Harisa, Bakul boardgame designer, and Yuanita Rani, gives entrepreneurship the office for cooperatives and SMEs (DINKOP) the city of Semarang. The purpose of this research to know a boardgame design could deliver information and an interesting and innovative media promotion. The research show the importance of visual in the boardgame to promote SMEs. This research analysis is using design elements, like color, layout, typography, and illustration.

Keywords: *Boardgame, Visual Analysis, SMEs*

1. INTRODUCTION

In the economic development in Indonesia, SMEs play an important role as a driver of regional economic development (Ardhianto, 2015). In the era of globalization, SMEs are required to innovate and be creative in doing business not only of products but also look the market's appetizing.

The development of information systems in the era of globalization has become one of the inability of SMEs although in the last decade with the government and other parties have implemented various forms of promotion (Sijabat, 2008), one of Semarang city government offers a wide range of expo and exhibition to SMEs. In the past year there were five expos and exhibits such as Gelar Inovasi UMKM Koperasi dan PKBL Expo, Semarang Introducing Market (SIM), Festival Wingko, Rembang Expo, and exhibitions of SMEs Semarang at Java Supermall in celebration of the anniversary of Semarang.

Through the expo and the exhibition can be seen that SMEs have a superior product, competitive and unique according to Hananto in Suara Merdeka May 22, 2015. Therefore, in order to improve product quality product that the SMEs need to be known to the customer through the sale so that consumers can provide feedback to SMEs. Promotion not only improve the quality of products but also develop marketing networks, partnerships, and strengthen branding according to Agustin (<http://jatengprov.go.id/id/newsroom/pemkot-semarang-gelar-pameran-umkm-4-hari>). This suggests that SMEs can not introduce their products so that SMEs can not compete with global products (Ardhianto, 2015).

SMEs can improve marketing strategies and mastery of technology in an effort to encourage business activities (Susilo, 2010). To improve the mastery of technology SMEs Semarang city government provide training to use information technology to MSME entrepreneurs. According to Prihadi (<http://diskopumkm.semarangkota.go.id/23-berita-kumkm/59-40-umkm-siap-lakukan-online-marketing>), mayor of the city of Semarang, online marketing can be a solution to develop

business in the era technology and the internet for shopping online shopping has become a lifestyle. Not only that growing market opportunities in online marketing can also reinforce product branding by Satyawati (<http://diskopumkm.semarangkota.go.id/23-berita-kumkm/66-40-pelaku-umkm-goes-online>).

The development of technology and the Internet are growing rapidly, moving the department of cooperatives and SMEs Semarang to provide training on market research strategies in the digital age. Through market research strategy, SMEs can give satisfaction to the consumer according to the mayor of Semarang (<http://diskopumkm.semarangkota.go.id/23-berita-kumkm/59-40-umkm-siap-lakukan-online-marketing>). Moreover, SMEs need to be good to know what the community asked by Musthofa (<http://berita.suaramerdeka.com/pelaku-umkm-harus-jeli-lihat-peluang-pasar/>).

SMEs' consumers who live in the era of technology and the Internet have activities that related to mobile phones, the internet and social media. Slowly ease in relating this makes each individual reduces the time for interacting with each other directly (<http://boardgame.id/5-alasan-board-game-tidak-akan-ditinggalkan/>). Along with this, in the last 30 years to make their revolution videogame entertainment and a vibrant part of young people. Based on the historical perspective in general, a lot of discussion to talk about the relationship of digital games with arcade game. But some digital games is not inspired from the arcade game, but the game board (Greg Costikan and Drew Davidson et al, 2011).

The ups and downs of the boardgame, and disabled by digital game in the same era, boardgame survive. Boardgame remain popular because of the experiences felt by the target market accepted directly, the game system which can be determined directly by the target market, and its relevance to the narrative (Greg Costikan and Drew Davidson et al, 2011). In addition, the board has the ability to game target markets can socialized each other and can play all ages.

Based interview on July 20, 2016 with Ardiawan Bagus Harisa (A boardgame designer from Semarang) Smes at Semarang need to cooperate with various parties to increase the customers of SMEs products. One way to introduce SMEs products through promotion to the national and international markets (Sijabat, 2008).With a promotion formed communication marketing form an image of a product (Siswanto, 2013).

The lack of SMEs promotion within Semarang City into a new idea to use a media, called boardgame, to introduce SMEs within the Semarang city. The usage of a boardgame as media promotion is an innovation. Innovation values and creativity influenced the progress of SMEs (Susilo , 2010) .

The main purpose of this research is how a boardgame becomes a media promotion to support the marketing of SMEs. To obtain the main data, the research uses some methods that are the literature study, observation, and interview. This research interviewed, Ardiawan Bagus Harisa, the creator of Balap Kuliner boardgame (Bakul). Bakul is a boardgame that tell the story of how tourists can buy the local products of Semarang.

2. THEORETICAL BACKGROUND

Overview of SMEs Business Climate (Sijabat, 2008) and The Role of Micro, Small and Medium Enterprises (SMEs) in Poverty Reduction and Unemployment Policies (Prasetyo, 2008) reveals SMEs as one of the important aspects of the economics in Semarang. However, SMEs have difficulties in selling their products. Through Strategies to Increase the competitiveness of SMEs in Facing CAFTA Implementation And MEA (Susilo, 2010) revealed that there is a shortage of SMEs in the promotion strategy and a lack of market information to the SMEs products. Through Social Media Optimization as a Marketing Media Small and Medium Enterprises (Susilo, 2010), the use of social media can help improve the promotion of SMEs but still required other efforts to improve

SMEs innovative promotion in order to increase SMEs brand. With a promotion formed communication marketing form an image of a product (Siswanto, 2013). According to Rachmawati (2011), marketing is an integrated communication process to give an information about product to the customer include the promotion.

In addition to using the theory of SMEs, this study also used the theory of design such as typography in visual communication design to reveal a good use of the letters in a design. In this study also uses the theory of illustration draw attention, through the theory of this study will examine what the illustrations used in a design. According to Supriyono (2010), the process of choosing typography will lead to the success of the conveying message that take the interest of the audience. As important as typography, illustration need to maintain the quality, it has to be done to create the information become communicative, informative, and easy to understand, to inspire the feeling and te desire to read, to be an interesting eye-catcher and to show an interesting or a fresh idea (Supriyono, 2010).

3. THE RESEARCH METHOD

This study uses observations made on the Semarang Boardgame Community also called Kobar, it aims to find out how the interest of the target on the game board. Other than through direct observation, this study is also using interviews, interviews were conducted at the Department of Cooperatives and SMEs Semarang as the legal government division in charge of SMEs, so that the data can be more accurately captured. The third method is the method of literature study using books that are related directly or indirectly to this study, such as Visual Communication Design Basics Beginner's Guide which discusses Typography in Visual Communication Design, Visual Communication Design Theory and Applications discussing the illustrations that compelling in the Business Climate Images SMEs Empowerment which explains the difficulties of SMEs in marketing.

At Semarang in 2015 there were at least 11,610 SME businesses registered at the Department of Cooperatives and SMEs Semarang. According Yuanita Rani, Head of Entrepreneurship Department of Cooperatives and SMEs (DINKOP) Semarang found Semarang SMEs' products ready to compete in the free market. The obstacle is the lack of knowledge and effort to brand products to successfully get the attention of prospective customers. Susilo (2010) argues SMEs require another method to create an innovative promotion. Based interview on July 20, 2016 with Ardiawan Bagus Harisa (A boardgame designer from Semarang) Smes at Semarang need to cooperate with various parties to increase the customers of SMEs products. One way to introduce SMEs products through promotion to the national and international markets (Sijabat, 2008).

Boardgame themed Bakul (Balap Kuliner) want to bring the theme of Semarang local snacks souvenir to introduce the local food of semarang. So that in an election food were familiar and popular to the general public at the Semarang souvenir center that is in the way of pandanaran. In addition things that are chosen relating to Semarang SMEs, so that by introducing the products, customers will rise and have an impact on Semarang SMEs (interviews with designer basket ardiawan good harisa , 30 july 2016). As Siswanto (2013) believed, a promotion will create an image of the product.

To take the audience interest, a typography is used to convey the message (Supriyono, 2010). The composition of typography convey an image in aesthetic and functional way (Kusrianto, 2007). The usage of typography which was readable so that the target markets not easily exhausted when read the information (interview with Bakul designer Ardiawan Bagus Harisa , 30 July 2016). Not only typography, based interview on July 30, 2016 with Ardiawan Bagus Harisa, Bakul also use manga illustration style that being popular, supported by soft color pallets that has a friendly atmosphere to its target markets. Illustration has the power to be an eye-catcher that show an interesting idea, inspire the feeling and desire to read, lastly it is easy to understand. Kusrianto

(2007) argues illustration an aesthetic value and it helps audience to imagine the story or character. In the other side, color also can easily take the interest of the audience because it can created mood and support text to convey the message (Supriyono, 2010). The design elements are composed by layout to be intact and intergrated (Natadjaja, 2007).

Bakul as an intergrated communication try to promote (Rachmawati, 2011) the SMEs indirectly. Bakul try to show local knowledge in Semarang and look for the vocabulary that has proximity with the boardgame's target market (this is interviews with designer Bakul Ardiawan Bagus Harisa, 30 july 2016).



Figure 1 Iklan Promosi (Teaser) Boardgame Balap Kuliner-Wingko Babad

Source:

<https://www.facebook.com/balapkuliner/photos/a.1585335741734062.1073741828.1584746741792962/1712241612376807/?type=3&theater>



Figure 2 Iklan Promosi (Teaser) Boardgame Balap Kuliner-Ganjel Rel

Source:

<https://www.facebook.com/balapkuliner/photos/a.1585335741734062.1073741828.1584746741792962/1709272352673733/?type=3&theater>

4. DESAIN ELEMENTS IN BOARDGAME BAKUL

In this era of global business, entrepreneurs are required to innovate and be creative (Sijabat, 2008). Promotions aimed at the general public as a market for SMEs (Syarif, 2015) is the key to SME competition like branding. One form of SMEs branding in Semarang using Bakul Board games that have target market that is the family. It became one of the effective media campaign among adolescent and early adult domestic or outside the city in obtaining information on SMEs in Semarang especially food products. According to Ardiawan Bagus Harisa, Bakul Designer Board games, when interviewed in Solo, July 30, 2016, titled Balap Kuliner Boardgames is also known Bakul emerged as viewed vocabulary with the target market of SMEs offender. Moreover, Bakul name also sounded familiar in the ears of the people of Indonesia and provide local value.



Figure 3 the cover illustration of *Balap Kuliner*
 Source: *Documentary photo (Ardiawan Bagus Harisa), 2016*

Not only through the title, illustration style has also become one of the aspects to be considered in order to identify the target market interested in the information submitted Bakul Board games. The illustrations are images that aims to clarify the text and create attraction, illustrations are less qualified and do not follow the changes in the value of the community will be a boomerang that can destroy the image to be built (Supriyono, 2010). The good quality of image and the interesting content make manga popular so fast at Indonesia (Hafiar, H., Oji, K., 2005).



Figure 4 the illustration of Bakul Food
 Source: *Documentary photo (Ardiawan Bagus Harisa), 2016*

Kusrianto (2007) argues illustration not only a support of a story but also give an aesthetic value and it helps audience to imagine the story or character that become a topic. Through illustrations, Bakul able to provide an interesting visual promotion of the products of SMEs as wingko babad, bandeng presto, Lumpia, ganjel rel, wedang tahu, and jamu. Using manga style, the illustration of the food still approach the the detail of the real food as fine art do. These approaches in the bakul boardgame help the target market to imagine the form of SMEs products.

Illustration in Bakul not only used to build the image of the products of SMEs but also help provide experiences on how to get and buy the products of SMEs in downtown souvenirs Semarang when the entire visual assets this board game is played. These experiences is constructed by the character illustrations. Those characters help the audience to become like the real customer that want buy SMEs products at central merchandise market on Pandanaran street Semarang by walk or using public transportation like a bus. In addition there is a bakul illustration style is also supported by the selection of soft color palette that gives the impression that is friendly to the target market. Not only friendly, soft color also an impression of calm and gentle (Supriyono, 2010).



Figure 3 the *Balap Kuliner* character illustrations
 Source: Personal Documentation

The use of illustrations and interesting color palette in the bakul also balanced by the use of typography was good as well. Typography, language can be seen, it is necessary to consider two basic things to choose letters, namely the character who wants to find a product and market segment characters (Anggraini and Nathalia, 2014). Therefore, using letters that relate basket and has a firm character and a slightly angled to the target market when playing the basket can feel the atmosphere better when buying the products of SMEs and obtain clear information on products SMEs.

The arrangement of letter will composed a character of typography depends on the visual form of the letter or font, it can convey an image in aesthetic and functional way (Kusrianto, 2007). Bakul using sans serif font help the target market to read the information easily with the bold characteristic and give a white outline around the letter. It give a contrast with the illustration that make the eye of the reader consider the meaning of the letter. The sans serif font that being used at Bakul also have a clear line but give flexible characteristic, it construst the information in Bakul is an interesting information.



Figure 4 the usage of typography in *Balap Kuliner*
 Source: Documentary photo (Ardiawan Bagus Harisa), 2016

The design elements in Bakul boardgame that create an interesting message unified by layout. Layout arrange the other design elements like illustration, typography, and color using balance, focus, contrast, proportion, and unity. The domination of illustration still can be balanced with the typography using the contrast of the color. It is also balance by the proportion of the typography that can be placed at the unfilled space of the illustration. The color in this boardgame also give a focus to the main information like in the food illustration, the typography that informed the name of the food, the effect of a card, and the title. Finally the design unified with the unity using the same layout that focusing the design elements in the centre.

5. CONCLUSION

Visual in boardgame will determine the direction of the communication to the target market know about SMEs product in Semarang. The Bakul boardgame have a visual that can convey the message to the target, namely by using the style of manga illustration, typography with sans serif and pastel colors that are soft to attract attention of the target. Target market of Bakul board games that the majority of young people and young families, has been no stranger with manga style, a popular style of illustration. The typography give simplicity and fun characteristic help the illustration to convey the message using letter. The design elements that unified by layout, construct the products of SMEs in the mind of the target market and how to get the products. Bakul board games in addition to introducing the product of Semarang SMEs, also can be a solution to interact with others.

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